COMMUNICATIONS PLAN AND TIMELINE FOR EPA LAWSUIT

Sunday, June 20 Afternoon

o Phone calls will be made to the homes of North Carolina AP, Knight-Ridder reporters to arrange prebriefing on lawsuit for following day. Go aheads on prebriefings are dependent on reporters' agreement to embargo.

Monday, June 21 Morning

o Briefing team of S. Parrish (PM), D. Donohue (RJR) and Fred Bond (Flue-Cured) meet with AP in Raleigh, Knight-Ridder in Charlotte.

Monday, June 21 Afternoon and Evening

o Press materials sent FedEx to top 100 dailies, key columnists/media contacts for Tuesday AM delivery. Key columnists/media contacts will receive telephone followup briefing.

o Press materials to long lead time publications go out regular mail.

o Briefing team returns to Burson-Marsteller/Washington to tape B-roll interviews, final rehearsal.

o Telephone media advisories for press briefing next day.

Tuesday, June 22

o 8:00 AM
Final Rehearsal

10:30 AM
Media Briefing, First Amendment Room, National Press Club, Washington D.C.

Release B-roll and radio actualities

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12:30 PM through end of day
Spokesperson team will respond to media calls (PM's Washington office and participate in satellite media tour.

Wednesday, June 23

- o S. Parrish briefs employees in Richmond
- o S. Parrish holds briefing for local Richmond media

Thursday, June 24

- o S. Parrish briefs employees in Louisville
- o S. Parrish briefs local Louisville media
- o S. Parrish travels to Cabarrus and briefs employees
- o S. Parrish briefs local Cabarrus media.

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